

BTEC Level 3 Extended Diploma in Creative Media Practice

Fact File

- Develop your skills through 4 units across 2 years with no external exams
- Practical tasks through which students will learn industry standard software such as Premiere Pro, Photoshop, InDesign, After Effects and Unity
- Gain practical experience in our brand new television studio for video streaming, recording and shoutcasting
- Specialist media teachers with industry experience will help you build your portfolios and digital skills
- Superb links with local and national employers (Sony, GAME, Face TV, Buzz)
- College trips that include a week in Los Angeles visiting various movie studios and the Harry Potter Studio tour

Course Summary

The National Extended Diploma in Creative Media Practice provides a well-rounded introduction to the study and practice of creative media. It is a vocational course which allows students to progress into a variety of media areas, such as production based degrees and theoretical studies in areas such as film, television, game software design and other creative degrees and can provide pathways into the industry. Students gain an insight into the structure of the media industry with a practical knowledge of how professionals work to produce media texts for YouTube, film, gaming sites and print industries. You will develop a solid grounding in ways to analyse, research, plan and produce media products, and will learn about creating media proposals and pitches for original creative ideas. Additionally, the practical production units will develop your skills in digital asset creation, digital publishing, film editing and film making and digital games design using a range of professional and industry standard tools allowing you to create near professional assets that will bring your creative ideas to life.

Specific entry requirements In addition to the College's general entry requirements, it is desirable for applicants to have enthusiasm, a serious interest in a career in the creative industries and a desire to develop both practical and theoretical understanding of the process of producing media texts and products.

Progression skills and opportunities

The qualification provides a coherent introduction to the study of creative media practice. Students develop an understanding of the media industry through analysing media representations and pitching and producing media projects. It is designed for students who aim to progress to higher education and ultimately to employment in the media industries.

- An opportunity to take part in educational visits such as the Los Angeles and Harry Potter studio tours
- Skills for progression – students will develop transferable skills through written assessments, client based briefs, strict deadlines, independent study, research, time management and presentation.
- Opportunities to engage with our local Media Industry links such as Sony, GAME, Face TV and Buzz magazine

How is the course assessed?

The course is 100% internally assessed. The 4 units will provide the foundation for a range of assignments which are internally assessed by the teaching team and then verified by an external moderator from the examining board. Assessment is based on the achievement of all the specified learning outcomes. You will complete a number of skills based briefs which will enable you to provide evidence to show that you have met the grading criteria. Each unit will be awarded a pass, merit or distinction.

How is the course structured?

Activities and assignments will be based on the two teaching modules:

- Exploring and Developing Creative Media Skills
- Advancing Creative Practice Within these teaching modules are the four units that will be taught and assessed over the two years:
 - Skills Development
 - Creative Project
 - Personal Progression
 - Creative Industry Response

Will I need any specialist materials or equipment?

The studio fee of £60 per year covers most of the materials that students will require. Due to the nature of the practical work undertaken on this course, students will be required to bring a pair of headphones, a minimum 1TB hard drive and a digital card reader. Access to editing software and recording equipment at home will be an advantage. Ideally, students will have access to their own digital SLR camera which will help with developing a range of coursework units. Students will have the opportunity to rent hard drives from the college media department for a deposit.

There will be the opportunity to take part in a residential cultural trip to Los Angeles and UK based trips to the Harry Potter Studio and the London BFI for an additional cost.